

83rd Annual Midsummer Festival

Given under the auspices of
**Swedish
American
Patriotic
League**

**Saturday,
June 25th, 1977**

From 4 P.M.

**SAN MATEO COUNTY
FAIRGROUNDS**

**Gate H. Home Arts Building
San Mateo**





Swedish American Patriotic League

SAN FRANCISCO

OAKLAND

Due to the fire hazard in Sveadal this year the League
had to arrange its Midsummer Festival elsewhere
We found this attractive place and hope you are as
pleased with it as we are.

The League wishes one and all a Happy Midsummer
with sincere appreciation to the many committees and
friends for their support and efforts to make this festival
an outstanding success

TOM JUUL

President, San Francisco

FRED NICHELINI

President, Oakland

*Wishing you a
Happy Midsummer*

THE ELFVING FAMILY

Claes — Nonnie — Kristina and Claes

Sincere Appreciation
to all who helped
Yesteryear and today

GLAD MIDSOMMAR

Tom Juul

President

Swedish American Patriotic League

Happy Midsummer

from

When you travel
to Europe fly



via Seattle
Los Angeles
New York or
Chicago

400 Post Street, San Francisco, CA 94102

(800) 252-0161

GLAD MIDSOMMAR



KRISTINA ELFVING
Midsummer Queen



DIANA WENNBERG
Columbia



JANET SHIREMAN
Svea

Midsummer Greetings from
TEGNÉR LODGE No. 149, V.O.A.

Meets Second Friday at 8 p.m.

in Bjornson Hall

2258 MacArthur Boulevard Oakland

LOLA McCREERY, Chairman
SUZANNE NAHLIN, Secretary



***The Golden Gate
District Lodges***

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of 22 local lodges in San Francisco, Oakland, Berkeley, San Leandro, Concord, Stockton, Modesto, Turlock, Fresno, San Jose, Palo Alto, San Mateo, Petaluma, Sacramento, Yuba City, Paradise, Eureka, Redding, South Lake Tahoe, Reno and Oroville extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

John E. Peterson
District Master

Anna Clawson
District Secretary

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.
San Francisco

*Meets Second Friday in each month at
Swedish-American Hall, 2174 Market St.*

ELLEN SANDBERG, Chairman
IVAR HOLMGREN, Secretary

Best wishes for a successful
83rd ANNUAL
MIDSUMMER FESTIVAL

FYLGIA LODGE No. 119
Vasa Order of America



The Color Guard here today
is part of
Fylgia's Drill Team

Hedvig Pearson **S. William Sjodahl**
Chairman Secretary



I sommarens soliga dagar

I sommarens soliga dagar
Vi gå genom skogar och hagar
På färdens besvär ingen klagar
Vi sjunga var vi gå. Hallå, Hallå.

Du som är ung kom med och sjung
Och sitt ej hemma slö och tung.
Vår sångartropp, Han gångar opp
På kullens allra högsta topp..
I sommarens soliga dagar
Vi sjunga var vi gå, Hallå, Hallå.

Bland mognande skördar som gunga
Vi vandra i klunga och sjunga
De gamla som hör oss blir unga
Vi sjunga var vi gå. Hallå, Hallå.
Du som är ung, etc.



FRED NICHELINI
Vice Chairman



HARRY TALBOT
Festival Chairman



Enjoy

SVEADAL

this summer

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 2, 3 & 4 Tennis Tournament

July 23—51st Anniversary of
Sveadal

September 4—Labor Day
Swimming Races

P R O G R A M

Chairman of the Day - - - Harry J. Talbot
Vice Chairman of the Day - Fred Nichelini

5:30 P.M. ON THE LAWN

Raising of the Maypole and Procession
Fylgia Color Guard, Officers, Costume
Group, Maids of Honor, Columbia, Svea,
Crown Bearer, Train Bearers and
the Midsummer Queen

FLAG SALUTE TO THE QUEEN
Star Spangled Banner - Du Gamla, Du Fria

WELCOME AND CROWNING OF THE QUEEN
Harry J. Talbot, Vice President, SAPL, SF

OX DANS - - - - - Vasa Children
Irene Bryggman, Accompanist

INTRODUCTIONS:

Chancellor Sarah Alevid
and Queen's Junior Attendants
Crown Bearer - Michael Nichelini
Train Bearers - Gwen and Heidi Bergmark

PRESENTATION OF COLUMBIA
Fred Nichelini, President, SAPL, Oakland

PRESENTATION OF SVEA
Susan Bianucci, Chairman Sveadal Managemt.

Midsummer's Eve - "Song of Norway" - Grieg
Summertime - "Porgy and Bess" - - Gershwin
Tonerna - - - - - Sjöberg

MARY CLARK, Soprano
Evelyn Ramberg Olsson at the piano

"Sveadal, Saturday Night"- Accordion Trio
ROY GRANDIN, RAY LUNDGREN, KEN CARLSON



Ensemble International

PRESENTATION OF THE QUEEN'S COURT

John E. Peterson, Past President

MAIDS OF HONOR: Terri Anderson Emily
Andree, Karen Bell, Donna Burkard, Julie
Erikson, Teresa Ferrari, Jill Hanlon,
April Kilstrom, Inga Kjemtrup, Susan
Norin, Ann Peggy Peterson, Julie Schenk,
Carol Talbot, Karen Van Horn

Command Performance for the Queen

ENSEMBLE INTERNATIONAL

Ned and Marian Gault - Directors

PROCESSION TO THE HOME ARTS BUILDING

Swedish Folk Dance Exhibition by the
Ensemble Internationál
alternating with public dancing around
the Maypole to the music of ROY GRANDIN

8 P.M. - DANCING TO THE MUSIC OF
GARY PACINI AND HIS MUSIC MEN

STROM & SMITH INC.

LIGHTING FIXTURES



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Swedish Relief Society of San Francisco

Meetings held at Noon on first Monday every
month at Swedish American Hall.
Refreshments and cards.

President: MRS. MARTHA KUHNLE

Secretary: MRS. RUTH NELSON

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Midsummer*

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Midsummer Greetings

THE SWEDISH SOCIETY OF OAKLAND

meets 2nd and 4th Tuesday in

Moose Hall, Oakland

LEROY GUSTAFSON, *President*

ALBERT CARLSON, *Secretary*
534-7622

For membership information contact
above officers.

Now is the time to join the
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SWEDISH LADIES SOCIETY of San Francisco

2174 Market Street

Sick Benefit and Social Organization

Meetings 2nd Thursday at Noon

THELMA SOLOMON, *President*

ALICE O'CONNELL, *Secretary*

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A Social and Sick Benefit Organization

Meetings second Thursday every month in
Björnson Hall

President — RUBY NICHELINI

Secretary BERTHA BECHTLE



Officers
and
Members
of the
SWEDISH CLUB

önskar alla

EN GLAD MIDSOMMAR

★★★★★★★★★★★★★★★★★★★★

MIDSUMMER GREETINGS

**Young Scandinavians
Club**

2174 Market Street, San Francisco

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Per Madsen
President

Ruth Narakas, Secretary

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Midsummer Greetings

from

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★★★★★★★★★★★★★★★★★★★★

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from

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Colorful

MIDSUMMER



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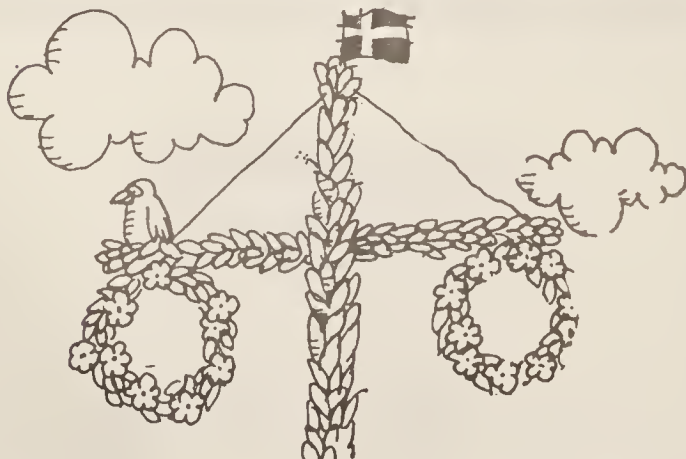
962 Battery Street, (Cor. Green)
San Francisco

Midsummer Greetings

from

Carl W. Svenson

Erik Mark Kjell



**SIV and
ART ELWING**

Önskar

en trevlig

MIDSOMMAR

1 1 1

**Siv Custom
Picture Framing
San Carlos**



Wishing you

a most happy

Midsummer



THE FRYKBERGS

OH WHAT FOND MEMORIES!

Come join us in remembering
the past.

Sveadal Club
is celebrating
NOSTALGIA DAY

August 13th

in Sveadal

1 1 1

Dinner — Dancing

Adult and Children's Games

**Ask Jack Massey about all details
of the Day**



SVEADAL

HISTORY OF THE SWEDISH SUMMER RESORT

Golden Anniversary Edition

by

Muriel Nelson Beroza

Published April 1977. \$15.00 per copy plus 55 cent for postage.

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Greetings and best wishes for a

Happy Midsummer

from

Mrs. Reno F. Anderson

Mr. and Mrs. Reno C. T. Anderson

C. A. ANDERSON FUNERAL PARLORS

